Internship Report

On

Barriers Faced by Grameenphone Limited Due to Regulation and the Expectations of the Young Users in Dhaka City Regarding the Value Added Services

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"Barriers Faced by Grameenphone Limited Due to Regulation and the Expectations of the Young Users in Dhaka City Regarding the Value Added Services"

Submitted To

Muhammad Intisar Alam

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BRAC Business School

BRAC University

Submitted By

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BRAC Business School

Course: Internship (BUS400)

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Letter of Transmittal

December 17, 2012

To
Muhammad Intisar Alam
Senior Lecturer
BRAC Business School
BRAC University

Subject: Submission of internship report

Dear Sir,

I have completed my internship and this is the report which is mandatory requirement for the *Internship (BUS400)* course. I was an internee in *Grameenphone Limited* and after completing the three months of internship, this report has been prepared, which is titled ***"Barriers Faced by Grameenphone Due to Regulation and Young Users Expectations in Dhaka City Regarding Value Added Services"***

The internship program with the Grameenphone Limited was a wonderful experience. This gave me an opportunity to learn and understand the corporate culture which will be helpful for my future professional career.

I really hope it will meet the expectation and standard. It would be pleasure for me, if this report can serve its purposes and I will be available to explain your queries if you feel necessary.

Sincerely,

Afia Farzin Reza

Afia Farzin Reza
ID: 09104160

Acknowledgements

First of all I would like to thank the almighty Allah to let me and help me all the way through to prepare this report.

Then I would like to thank the officials of **Grameenphone Limited** who actually guided me all through this three months period. I would take the opportunity and specially thank my on job supervisor **Mr. Kazi Ehsanul Haque**, General Manager, Regulatory Operations (Corporate Affairs Division) and my colleagues **Ms. Syeda Ayesha Murshed** and **Mr. Tariq Abdullah**, who helped and guided me during my internship period and also preparing this report.

I would also like to thank my family and friends who supported me and helped me through this three months time and preparing this report.

Last, but not the least, I would like to thank my academic supervisor **Mr. Muhammad Intisar Alam,** who guided me and gave me feedbacks while I was working and preparing this report.

Executive Summary

Internship is a mandatory requirement for the Bachelor in Business Administration (BBA) students. As a fresh graduate it was essential to get accustom to the any working environment. Grameenphone Limited (GP) is providing internship opportunities to the undergraduate students. GP is currently holding the highest market share in the telecom industry. They got their license in 1996 and started operation in March, 1997 after that this organization has reached 40 million customers. The total number of mobile phone users in Bangladesh is 95.53 million in September, which increased by 17 million from last year. So the expectations of people are increasing gradually regarding this sector. The regulation is the sole significant element that can make or break the future of any business. The telecom industry and its members are not out of its risk. Our country has some regulation to improve and at the same time control this industry. To have an idea about the expectation and the discrepancies with the regulation a marketing research has been conducted on 50 GP users. They gave feedback regarding different value added services and explained their expectations. They have also stated the reasons for their satisfactions and dissatisfactions regarding the value added services they are getting.

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Part A

About the Organization

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Part A: About the Organization

1.1 Preface

The first mobile license was issued back in 1989. However the actual service took several years and was launched in 1993 making Bangladesh the first South Asian Country to adopt the cellular technology at that time. At first this industry was a monopoly and the number of customers were limited because of the high subscription cost and call tariff. (BTRC, 2011)

In the year of 1996 the Government of Bangladesh decided to end the monopoly and gave GSM (Global System for Mobile Communication) license to three companies and Grameenphone was one of them. (BTRC, 2011)

1.2 Foundation and Growth

One of the largest telecommunication service providers Grameenphone (GP) incorporated as a private limited company on November 11, 1996. They started their operation on March 26, 1997, and now they are serving more than 40 million subscribers (October, 2012) with a network coverage covering 98% of the country. (Grameenphone, 2012) According to Grameenphone, the customer lies at the heart of their business and they design their product/service to make their life simpler.

Grameenphone(GP) started their business with the Village Phone Program. This program was launched in March 26, 1997 and in the same day the commercial service of GP was launched. They are the first to introduce prepaid service in the country back in 1999. GP's "Flexiload" was the first recharge top-up system, reducing the harassment of the users and developing business throughout the country. GP introduced the first mobile to mobile facility, International Roaming and the first operator to offer the SMS service in our country. (Grameenphone, 2011)

In 2001, within two years after the prepaid service was launched, they launched the WAP service and also reached 1 Million subscribers and in 2004 GP reached 2 Million subscribers. In 2005 they launched the Djuice brand to target the young market segment. In 2009 they enlisted in the Dhaka Stock Exchange and Chittagong Stock Exchange. (Grameenphone, 2011)

GP's shareholding structure comprises of mainly two companies named Telenor Mobile Communication AS (TMC) and Grameen Telecom (GTC). (Grameenphone, 2011) TMC is a company established under the law of Kingdom of Norway, serving over 330 million subscribers worldwide. This company owns 55.80% of the share of Grameenphone Limited. (Grameenphone, 2011)GTC is a nonprofit company founded by the Nobel winning laureate Professor Muhammad Yunus. This administrates the Village Phone Program with the help of the on field administrators. The rest of the 10% shares are owned by the public and other institution. (Grameenphone, 2011)

1.3 International Network

Telenor Mobile Communication AS (TMC) is a Norwegian company who has gone for direct and indirect ownership in national and international level in the field of telecommunication. TMC has substantial operations in the telecommunication industry, satellite operation and pay television service. They are doing operation in Sweden, Hungary, Denmark, Serbia, Montenegro, Thailand, Malaysia, Pakistan and India. (Grameenphone, 2011)

1.4 Principal Business Entities

1.4.1 Vision

"We exist to help our customer get the full benefit of communications services in their daily lives. We're here to help" (Grameenphone, 2011)

1.4.2 Mission

"Grameenphone is the only reliable means of communication that brings the people of Bangladesh close to their loved ones and important things in their lives through unparalleled network, relevant innovations & services." (Grameenphone, 2011)

1.4.3 Objective

Grameenphone's objective is "to keep its strong growth momentum in coming years and targeting to take a fair share of the growth in the mobile market. The company will more focus on its Customer Centric approach, through innovation products and services, as well as through optimization of its sales and customer service experience." (Grameenphone, 2011)

1.4.4 Goal

Grameenphone's goal is "to create long- term stakeholders value through providing as well maintaining vastly innovative, easy to use best value telecommunications services in the market." (Grameenphone, 2011)

1.4.5 Values

MAKE IT EASY

"Everything we produce should be easy to understand and use. We should always remember that we try to make customers' lives easier." (Grameenphone, 2011)

KEEP PROMISES

"Everything we do should work perfectly. If it doesn't, we're there to put things right. We're about delivery, not over-promising. We're about action, not words." (Grameenphone, 2011)

BE INSPIRING

"We're creative. We bring energy and imagination to our work. Everything we produce should look fresh and modern." (Grameenphone, 2011)

BE RESPECTFUL

"We acknowledge and respect local cultures. We want to be a part of local communities wherever we operate. We want to help customers with their specific needs in way that suits way of their life best." (Grameenphone, 2011)

1.4.6 Tag Line

"Stay Close"

According to GP this is not a tag line, rather a philosophy that they believe. This is a fundamental value that is inherent to all the business enterprise, inside all the employees and makes them work together as an entity. (Grameenphone, 2011)

1.4.7 Logo

In March 26, 1997 GP started their business with the logo which depicts the green and red of Bangladesh with the brand promise – "In the hands of people" (Grameenphone, 2011)

Figure 1: Grameenphone Logo (March 1997- November 2006) (Source: Brands of the world, 2012)

However the logo of GP was changed on November 17, 2006 symbolizing the change and dynamism in the organization as well as the telecom industry. (Grameenphone, 2011)

Figure 2: Grameenphone Logo (November, 2006- Present) (Source: Wikipedia, 2012)

1.5 Grameenphone Limited in Bangladesh at a Glance

Name of the Company : Grameenphone Limited

Industry : Telecommunication

Established In : 1996

Started Operation : March 26, 1997

Numbering Schema : +88017xxxxxxxx

Head Office : GPHouse, Basundhara, Baridhara, Dhaka

Number of Employees : 5000 (full time and part time)

Number of Subscribers : 40.1 million (in October)

EDGE/ GPRS Users : 5.8 million (in October)

Market Share : 41.67% (approximate)

Number of Grameenphone Centers : 94

Enlisted in Dhaka Stock Exchange : November 11, 2009

Shareholding Structure   : Telenor Mobile Communications AS (55.80%)

Grameen Telecom (34.20%)

General Public and other institutions (10.00%)

Revenue   : 89.1 Billion (2011)

1.6 Current Market Situation

The total number of mobile phone users in Bangladesh is 95.53 million in September, which increased by 17 million from last year (Danlu, 2012). Currently there are six, including one fully government owned mobile phone operators in Bangladesh.

Among them, Grameenphone has the majority of the market share holding 41.67% (approximate) (Danlu, 2012) of the market, with users of 40.1 million (Grameenphone, 2012). Orascom Telecom Holding's Orascom Telecom Bangladesh Limited is at the second position with the name "Banglalink". Banglalink has 25.743 million subscribers (Danlu, 2012) with the market share of 26.94% (approximate). Robi Axiata Limited's Robi is holding has 21.08% (approximate) market share with 20.144 million subscribers (Danlu, 2012). Airtel Bangladesh Limited's Airtel has 6.784 million users (Danlu, 2012) with 7.101% (approximate) market share. Pacific Bangladesh Telecom Limited's Citycell has 1.76% (approximate) market shares with 1.683 million users (Danlu, 2012). Fully government owned Teletalk has 1.367 million subscribers (Danlu, 2012) occupying 1.43% (approximate) market share. Competition among the mobile phone operator is intense and the tariff levels are among the lowest among the world.

1.7. SWOT Analysis

	Strength (S)	Weakness (W)
Internal	- Network availability - Widest network coverage - Brand image - Efficient human resources - Best network quality - Market Leader	- Communication gap between departments - Cultural differences among work force - Lacking of clearer messages in promotional activities - Downsizing of workforce
	Opportunity (O)	Threat (T)
External	- Adopting 3G technology - Population growth - Growing economy - Increasing demand for mobile communication - Decreasing price trend of mobile hand set - Increasing demand for the portable internet connectivity	- Government regulation - Political instability - Steep price war - Adaptation of advance technology by competitors - Bad reputation due to downsizing - New entrant in the industry

Part B

Job Description

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Part B: Job Description

Internship is a mandatory requirement for the Bachelor in Business Administration (BBA) students. For being accepted for the internship program arranged by different organizations, I started applying to multiple organizations by August, 2012. I applied online for the internship program of *Grameenphone Limited (GP)* for the *September Session*. At the first week of September I was called for an interview for the internship program. At the end of that week I was notified that I was selected for the internship program.

2.1 Work Experience

I was placed in the head office of the Grameenphone Limited, the GPHouse, situated at Basundhara, Baridhara. The internship program started at September 17th and continued till December 17th fulfilling the requirement of 3 months internship period.

September 17th was the joining date, however most of the day was occupied with the orientation program and the officials of the People and Organization Division were really friendly and were giving instruction to the internees who were also starting their internship program with me. After the session the internees were sent to their respective departments where they were suppose to serve for the next 3 months.

I was placed in the Regulatory Operation under the Corporate Affairs Division. I was under the supervision of **Mr. Kazi Ehsanul Haque**. My supervisor was very supportive and encouraging me to work with the team. He ensured me that personnel of the unit will help me to understand the works and will instruct me all through the way. The employees were friendly and welcomed me as well.

The office space was lot different than the traditional ones I have seen. GP had the idea of a paperless workspace- which promotes the concept of eco friendliness as well as increase efficiency. It was a portable sitting arrangement which means that anyone can sit anywhere they wanted to sit and work and it was also a uniform workplace. The design of the building is also something that was not like the conventional ones. It was designed to be a space and energy efficiency workspace. It was designed to ensure the maximum use of the natural lights and also has its own internal air treatment and waste water treatment plant. Later I came to know that this building is saving approximately 60% energy comparing to the tradition building system (Grameenphone, 2011). GP is aiming to be a 'Green Company' by 2015 by reducing 30% of the carbon emission (Grameenphone, 2011).

The security of the office was really good and everyone had to use their identification card (ID card) to access in the office. It took two days to arrange an ID card for the internee. It was havoc for us to move around the office without the ID cards because without it a single door cannot be accessed. Things became lot easy after we got the ID card. The first week went rather boring as there was nothing to do for me as there was no paper to work with. The employees had their own laptop in which they manage their day to day work. It took long for the IT official to assign me with my laptop. After one and half week I was assigned a laptop and at the end of that week I was given a locker with the help of my colleagues.

I was assigned to work on different official activities with different members of the team in which I was working with. They always treated me as a part of their team; not as an internee or an outsider. Sometimes I also had to work with the confidential documents and help my supervisor and colleagues with their works. Through this process I became familiar with the business practice of this organization.

The internees here were not given any monetary reward, however we were provided with transport facilities. We were also provided with wide variety and delicious lunch.

During the internship program I came to know the business practice and the regulations that were actually controlling the telecom industry. I came to realize about the corporate culture at the same time began to realize the difference between the corporate culture of Grameenphone Limited and any traditional cultural of other organization.

Just before the internship program ended the People and Organization arranged training program for all the internees. This session helped me to understand the job market from the employers' point of view.

As the day passed I became close to my colleagues and other internees. I also began to grow an attachment with the organization.

Working in Grameenphone Limited was a wonderful learning experience.

2.2 Job Responsibilities

GP provides transportation services to the employees which are very helpful as it helps the employees to reach the office in time. My office hour started at 8 AM and the transport service used to pick me up at 7 AM. Usually my daily works started with scanning or keeping the documents to the precise places. Among the daily works I used to do different works assigned to me by my supervisor.

2.2.1 General Responsibilities
- Organizing the letters which are received by BTRC.
- Preparing letters for approval from BTRC.
- Calculating tariff.
- Helping to give different feedback and response emails.
- Scanning different documents.
- Printing documents.

2.2.2 Specific Responsibilities

- Keeping track of the discrepancy between the database and the hardcopy of the documents.
- Keeping record of the documents sent by BTRC as well as received by BTRC.
- Helping my colleagues preparing quarterly report.
- Translating the documents sent by BTRC.

2.2.3 Mistake and Leanings

Mistake is part of the whole learning process. I also made mistake while working in these three months internship program. I made a mistake while calculating tariff and when others realized the mistake it was already sent to BTRC for approval. Later that letter had to be withdrawn to undo the mistake. From this I realized that making mistakes like this could cause a lot of trouble for the people who are working hard for the organization. I was really cautious afterwards so that I would not make that mistake again.

2.3 Different Aspects of the Job Performance

As a fresh graduate it was essential to get accustom to the any working environment. Working in Grameenphone Limited helped me to understand a corporate culture, as well as the nature of a job. It helped me to realize that gaining knowledge from books and working in an organization are two different things.

2.4 Observations and Recommendations

It was a good learning experience working in Grameenphone Limited. I was being instructed by the member of my team. I was being appreciated and thanked for any work that I had done. For mistakes I was corrected politely and given a second chance.

- The Regulatory Operation, (Corporate Affair Division) sometimes needs to give feedback on the draft directives provided by the Bangladesh Telecommunication Regulatory Commission (BTRC). However before giving out the possible feedback it would have been better if they conduct small surveys on users to find out their expectations and suggestions. So that the feedback the regulatory board are getting will not be a one sided feedback or information. Through this the feedback process would be more rigid and efficient.

- The job rotation is not practiced for the internees. However it would be helpful if job rotation process was applied among the internees. It would help them to understand the business practice even more.

- It would have been helpful if both the pick and drop transportation service were provided to the internees.

- The IT support needs to be more efficient as the internees have to wait long time to get a laptop.

Part C

Main Project

Part C: Main Project

3.1 Introduction

3.1.1 Background of the Problem

The numbers of mobile phone users are increasing day by day. People are spending heavily on the mobile communication. They are not only spending on the connection but also on different gadgets supporting this industry. The expectations of people are increasing gradually regarding this field. Different people have different perceptions towards the usage and they have diverse expectations. However these expectations and anticipations could be diminished because of important external factor like regulation.

3.1.2 Rational Behind the Topic

The regulation is the sole significant element that can make or break the future of any business. The telecom industry and its members are not out of this scope. Our country has some regulation to improve and control this industry at the same time. Other than the regulator and service provider another important party is involve in this; the end users. Their expectation would require more than the service provider could provide or the regulator can put an embargo. So to find the users expectation, the regulation and the discrepancies amongst these two was rational behind this.

3.1.3 Origin of the Report

For completing the *Internship (BUS400)* course it is a must to complete the 13 weeks internship program and after that prepare a report. Preparing report is a mandatory part of the internship program. This report has been prepared after completing the 13 weeks of internship.

3.1.4 Objective

i) Primary Objective:

The objective of the report is to understand the *barriers faced by Grameenphone* and to *know about the expectation of the young users in the Dhaka city regarding the value added services.*

ii) Secondary Objective:

- To know about the regulation in Bangladesh regarding the Telecom Industry
- To be familiar with the value added services offered by Grameenphone
- To get the general idea about the expectation of telecom service users
- To find out the discrepancies between the expectation and actual scenario

3.1.5 Scope of Study

The research covers the *Grameenphone* mobile service users only the population of *Dhaka city* not the whole country. It also only focuses on the users who are between the *ages of 18-35* not less or more than that.

3.2 Literature Review

Grameenphone has given the opportunity to different undergraduates to complete their internship with them; in fact many of them were from the same educational institution as I am. Many of them have done their internship repot on different topics. No one has done anything on the expectation of the young users and relate that with the regulation. It actually motivated me to work with this particular topic and learn about it.

3.2.1 Users

User is someone who utilizes something to solve a problem. According to BTRC (2004), user is a person or any entity which includes operator, resellers or value added service provider, who has entered into a contract with an operator, in order to get the telecommunication service according to the applicable and approved terms and conditions of the operator's license.

3.2.2 Definition of 'Young'

Young usually refers to the time somewhere in between childhood and adulthood of a person. Young frequently replaced with the word 'youth' or 'young person'. According to UNESCO youth is more "fluid" rather than a "fixed aged group". However they also consider age as the most easiest was to define this group. Youth could be generalized as the time when a person completes their compulsory education and enters into their first job. (UNESCO, 2012) Different countries define youth differently as they include the factors like gender, voting rights, marriage, criminal offence, military services etc. Policy makers of different countries usually play a part considering the social and economic factor to define youth. (Ministry of Labour and Employment, 2004) Different organization has already tried to generalize the concept of youth. According to the International Labor Organization, Convention no.138, at the age 15 the youth hood of a person begins. The United Nations General Assembly defines youth as the person between the ages of 14 to 25 years, inclusive. Commonwealth definition of young people is between the ages of 15 to 29. (Ministry of Labour and Employment, 2004) However, Bangladesh has an official definition of young or youth, mentioned in the National Youth Policy of Bangladesh, which was adopted back in 2003. According to the National Youth Policies of Bangladesh (2003), youth is defines as, the person who falls in the age category between 18 to 35 years.

3.2.3 Value Added Services (VAS)

Value added service is a service that can offer value along with the main services. Sometimes value added service transform and becomes the basic service. According to BTRC (2012), Value Added Service or VAS is considered as a "non-core" service provided by the telecommunication service provider. Any services which will not fall under the standard the voice call and fax will usually fall under VAS. Services like SMS, MMS and GPRS typically falls under the VAS in telecommunication industry. In Bangladesh to improve the telecom service and to increase customer satisfaction new VAS's are being approved by BTRC. Services like vehicle tracking,

education line, tele-health etc are some services which are being provided by different operators, other than the SMS, MMS and GPRS.

3.2.4 Regulation Regarding Value Added Services (VAS)

Bangladesh Telecommunication Regulatory Commission (BRTC) provides directives to the different telecommunication companies to ensure the healthy competition among them. All the telecommunication operators are bound to follow these guidelines and any breach could be punishable if prior approval has not been taken.

According to the Bangladesh Telecommunication Regulatory Commission (2010), the maximum on-net and off-net tariff for SMS would be maximum taka 0.50 for any domestic and 2.50 taka for international. With this rate 15% VAT will also be added. The tariff for any SMS based premium service would be maximum taka 2 and if the charge exceeds than that price then permission from BTRC will be required. Users can register or de-register to a service through SMS or USSD, which will be free of cost. All the telecom operators must provide the tariff of premium rate services. Wide range of publicity is required for the any service that would be provided by the operator. The costs of any services has to be clearly mentioned in those (print/ electronic/ SMS etc.) promotions. Different advertisements which will carry the detailed information about the service tariff, have to mention everything clearly and clauses like "condition applied" should be avoided for providing better clarification. (Bangladesh Telecommunication Regulatory Commission, 2010)

There should be standard key words which would be uniform is case of SMS premium service.

- **START**- would be considered as a key word for starting relevant push service.
- **STOP**- to cancel a relevant service
- **VIEW-** Overview of all the active subscription
- **INFO-** Contact information of the service provider

- **HELP-** Support for service users (like, customer care, website etc)
- **INDEX-** The end customers will receive information from the service provider in form of a description of using a service and the description of how to use the service and how the detailed information can be obtained (on internet, by email, on request etc.) (Bangladesh Telecommunication Regulatory Commission, 2010)

The end user could also send a wrong key word. To deal with this kind of situation BTRC also gave instructions. According to BTRC (2010), if the end user sends a wrong key word through a SMS or MMS then the service provider should reply with the correct key word or either referring to the word INDEX.Opt-in or opt- out is free of cost however if the end user sends a wrong key word will be notify with the correct key word and in that case standard rate of SMS would be applicable for the SMS containing the wrong key word. (Bangladesh Telecommunication Regulatory Commission, 2010)

In case of any IVR based services call rate would be applicable but the rate has to be approved by the BTRC earlier. Usually the IVR based VAS's call rate varies from service to service. No formal regulation regarding this has been imposed yet.

3.3 Methodology

3.3.1 Marketing Research Process

Step 1: Problem definition

Users' expectation regarding the value added services provided by Grameenphone

Step 2: Development of an approach to the problem

Deciding the theoretical framework, analytical model, analysis of the secondary data

Step 3: Research design formulation

Designing questionnaire and selecting the sampling plan to select respondents for the study

Step 4: Data collection

Data collection from respondents regarding the value added service through personal interview

Step 5: Data preparation and analysis

Data collected from the respondents were being recorded for analysis

Step 6: Report preparation and presentation

Report had been prepared from the data analysis and presentation based on the report

3.3.2 Conceptual Framework

3.3.2.1 Management Decision Problem and Marketing Research Problem

It is important to find the management decision problem and marketing research problem at the beginning of research. Management decision problem look for the answer about what the decision maker should do where else marketing research problem ask questions like what kind of information is needed and how to obtain it. (Malhotra & Dash, 2010)

The *management decision problem* here could be that the discrepancies between the existing service and the expectation of the users regarding the value added services. The *marketing research problem* could be the pricing, the pricing policies, service qualities etc. regarding the value added services. It is the task of the marketing researcher to find the marketing research problem and suggest the result to the management to get an idea about the solution.

3.3.2.2 Broad Statement and Specific Component

To understand the marketing research problem it is important to define the broad statement and specific component of the problem. An appropriate perspective on the problem can be found from the broad statement. The specific component focuses on the major aspects and provides guideline to proceed further. (Malhotra & Dash, 2010)

The *broad statement* of the research would be to find out the expectations regarding the value added services of the young users of Grameenphone. The *specific component* would be to find out the expectations of the young users regarding the VAS and the components like SMS rate, MMS rate, download fees etc. which will actually help to find out the anticipation of the users.

3.3.2.3 Theoretical Frame work

A research is usually based on theory. Generally research should be based on the objective evidence and supported by theory. Theory is a conceptual idea based on the foundational statements, which is assumed to be true. However, applying the theory in marketing research will require the creativity of the researcher. Objective evidence is the unbiased evidence that is supported by observed findings. The theoretical frame work also serves as a basis for developing a suitable analytical model. (Malhotra & Dash, 2010)

3.3.2.4 Analytical Model

Analytical model is a precise specification of a set of variables and their relationships design to represent some real system or process in whole or in part. This model could have many different

form but the most common forms are mathematical, graphical and verbal structure. (Malhotra & Dash, 2010)

In this research the *verbal model* has been used. Verbal model is a type of analytical model which provides written representation of the relationships among the variables. (Malhotra & Dash, 2010)

3.3.3 Research Design

Research design is a framework or a blueprint for performing any marketing research project. (Malhotra & Dash, 2010) This may also classify as exploratory research design and conclusive research design.

Research design usually involves the tasks:

1. Define the needed information
2. Design different phrase of research (i.e. exploratory/ descriptive/ causal)
3. Identify the measurement and scaling procedure.
4. Construct and pretesting questionnaire
5. Detail the sampling frame and the sampling size
6. Develop a plan for data analysis (Malhotra & Dash, 2010)

3.3.4 Research Design: Classification

Research design can broadly classify as exploratory research and conclusive research.

3.3.4.1 Conclusive Research

Exploratory research provides the researcher with the understanding with the problem in hand. Conclusive Research is more structure and formal than the exploratory research. It tests the specific hypothesis and examines relationship between them. (Malhotra & Dash, 2010) This research would be considered as a *conclusive research.*

The information needed will be defined in the conclusive research and the finding will be considered as the input in the decision making process. (Malhotra & Dash, 2010) Here the expectations of the users are the needed information, which is clearly defined. It also has been in a structured research process and findings will also help and give input to the management decision making process.

3.3.4.2 Descriptive Research

Descriptive research is a type of conclusive research. This research will be considered as *descriptive research* as it is the sub category of the conclusive research. Its objective is to determine or describe the market characteristics or function. This type of research will have a specific hypothesis formed and will have preplanned and structured design. A descriptive research needs a clear specification of; Who, What, When, Where, Why and Way or the six W's. (Malhotra & Dash, 2010)

In this research the six W's would be:
- **Who:** *Who* should be considered as a user of the Grameenphone?
  - Anyone who is currently getting the service from and used any value added services at least once.
- **What:** *What* information should be obtained from the respondents?
  - The expectation of the current users regarding the value added services.
- **When:** *When* should be the time to obtain the information from the respondents?
  - The current users who have used any values added service at least once and while using any services.
- **Where:** From *where* the respondents will be contacted and information will be collected?
  - Different areas of Dhaka City
- **Why:** *Why* we are extracting information from the respondents?
  - To understand and be familiar with the expectation of the Grameenphone users regarding the value added services.

- **Way:** In what *way* the information will be collected from the respondents?
  - Personal interviews with a pre set questionnaire.

3.3.4.3 Cross Sectional Design and Multiple Cross Sectional Design

In cross sectional research design the information will be collected from any given sample of population elements only once. Cross sectional design can be further classified as Single Cross Sectional Design and Multiple Cross Sectional Design. A multiple cross sectional research design there will be two or more respondents and the information will be collected from the respondents only once. (Malhotra & Dash, 2010) In this research while collecting the information from the respondents the *multiple cross sectional design* were being followed.

3.3.5 Research Data

3.3.5.1 Primary and Secondary Data

Primary data is collected by the researcher for the particular problem at hand. Secondary data has already been collected for other purpose, not for the problem at hand. (Malhotra & Dash, 2010) Primary data requires very high involvement by the researcher and will cost more and take longer time to gather the information than secondary data. The secondary data will not require that much cost as primary data collection and it will be quicker and relatively easier.

Both *primary data* and *secondary data* were being used for this research purpose. Regulations regarding the value added services were collected from the secondary source and these are the secondary data. The survey part of the report was from the primary data.

3.3.5.2 Quantitative Research

Primary data could be qualitative and quantitative. Qualitative data will help to gain the qualitative understand of the basic motivation and reasons. Quantitative data will help to quantify the data and generalize the result which has been collected from the sample to the population of interest. (Malhotra & Dash, 2010)

This research will be considered as the *quantitative research* and the data will be quantitative data as the data collection technique was structured and the data analysis technique was statistical.

3.3.6 Questionnaire Design

Questionnaire is structured technique which could be written or verbal containing a series of questions which will be answered by the respondent. Each questionnaire has some general objectives:

1. It must have the information that is needed to conduct the research in a structured form, which the respondents can and will answer.
2. Questionnaire must be designed such a way that the respondents will be involved and cooperate to finish the interview.
3. It should minimize the response error. (Malhotra & Dash, 2010)

3.3.6.1 Measurement and Scaling

Measurement means assigning numbers or other symbols to the characteristics of scale according to a pre set rule. Scaling means creating a continuum upon which measured objects are positioned. Measurement is the actual assignment of numbers and scaling is the continuum on which the respondents will evaluate the matter. (Malhotra & Dash, 2010)

In this research *measurement* is the actual number from 1 equals to *strongly disagree* to 5 equals to *strongly agree*. The *scaling* would be the respondents' attitude on a continuum towards different value added services.

3.3.6.2 Scaling Technique: Classification

There are two types of scaling techniques. One is comparative scale and another is noncomparative scale. Comparative scaling refers to the technique where there are direct

comparisons among two objects. Noncomparative scaling technique is where stimulus object is scaled independently of the other objects. (Malhotra & Dash, 2010)

In this research the *noncomparative scales* has been used. Noncomparative scale can be classified into continuous rating scale and itemized rating scale. Continuous rating scale is more of graphical representation and the respondent will put marks on the appropriate position on a line that runs from the extreme of the criterion variable to other. It is also known as the graphic rating scale.

Another category was the itemized rating scale. Here *itemized rating scale* has been used. It is a measurement scale where the categories are organized in the terms of scale position. The scale will have numbers or brief description associated with each category or could have both. Itemized rating scale also has few sub categories; likert scale, semantic differential, staple scale (Malhotra & Dash, 2010)

3.3.6.3 Questionnaire Format

Itemized rating scale also has few sub categories; likert scale, semantic differential, staple scale. For this research this questionnaire was designed in the *likert scale*. In likert scale a statement will be given and based on that the respondent will response within the response category from strongly disagree to strongly agree. Likert scale will always be an odd number scale. It will have five / seven / nine point scales based on which the respondents will answer. There will be a neutral point at the middle. (Malhotra & Dash, 2010)

In a situation where the respondents will be aware of the research topic, there should be a way to sort out the best respondents for the research purpose. In that case filter question would be a necessity. It is an initial question in the questionnaire that would screen the potential respondent and ensures that they will meet the requirement of the sample. (Malhotra & Dash, 2010) To find the person is eligible or not this question will be asked. In this research *filter question* was *"Are you a Grameenphone's mobile service user?"*

3.3.7 Data Collection

3.3.7.1 Data Collection Technique

For this research the primary data have been collected from respondents who were suitable for the research. For this research the secondary data were collected from different journals, annual reports, books, websites and different directives of BTRC.

For this research the primary data collection technique that has been used was the *personal interview*. It was a structured, face to face interview with a set of structure questions asked by the interviewer. It is a helpful technique when the interviewer has a clear idea about the topic in hand. This gave the interviewer more flexibility and also gave the information more accuracy and validity.

3.3.7.2 Instrument

In this research questionnaire technique were being used. For designing the questionnaire non-comparative scale was used, which means that the variables were judged independently by the respondent. The questionnaire were designed in a *likert scale*, where there were five different points based on which the respondent could response. They also had the flexibility choose a neutral point for answering the questionnaire, which helped to put aside any biasness from the respondent's side.

3.3.7.3 Data Collection Time

For this research the data were collected in month of December, 2012.

3.3.7.4 Data Analysis Technique

In the data analysis, SPSS software (version 19) has been used. With the help of the software, reliability testing, crosstabulation has been done.

3.3.8 Sampling

3.3.8.1 Population and Sample

Population is the total of all elements who share the common characteristics that compromises the marketing research problem. (Malhotra & Dash, 2010) Here is this research the population are the people who are currently using the Grameenphone service in the Dhaka City.

Target population is the collection of elements that contains the information needed by the researcher. (Malhotra & Dash, 2010) In this case the target population would be the people who are the current GP users, using any VAS offered to them and who are between the ages of 18-35, living in Dhaka City.

Sample is a subgroup of the elements of the population for the study. (Malhotra & Dash, 2010) For this report 50 samples were being taken. The samples were drawn on the possible basis of maximum representativeness.

3.3.8.2 Sampling Frame

Sampling frame consists of the elements of the target population to identify them easily. (Malhotra & Dash, 2010) For this report the sampling frame was the phone book and the contact list of people.

3.3.8.3 Sampling Technique

Sampling technique can be broadly classified as nonprobability and probability sampling. In this research the *nonprobability sampling* were being used. Sampling technique that depends on the personal judgment of researcher and do not use chance selection procedure is known as the nonprobability sampling. (Malhotra & Dash, 2010)

Nonprobability sampling has few sub categories. Those are convenience sampling, judgmental sampling, quota sampling, snowball sampling. In this research the *snowball sampling* technique has been used. It is a nonprobability sampling technique in which an initial group of respondents is selected randomly and the next respondent will be chosen based on the referral or information. This may be carried out by collecting information from referrals to referrals. (Malhotra & Dash, 2010)

3.4 Analysis and Findings

3.4.1 Overall Findings

The expectation of the users varies among them. However some of the expectation could be narrowed down easily as they all have agreed with it. The Total Variance Table showed the result of 74.052. (Appendix I Table: 1) It means that this can explain the 74.052% occurrence within these phenomena.

Other than the statements, there were questions regarding the VAS the respondents are currently using, VAS they have used, the packages they are using, age, gender and occupation.

Out of the 50 respondents 24 were male and 26 were female respondents all between the ages of 18-35. Among this 50, 24% of the total respondent were male and between the age of 18-24 and 34% of the total respondent were female of the same age category. 14% of the total respondents were male between the ages of 25-30 and 10% of the total respondents were female, who belongs to the same age range. Among the total respondents 10% of the male and among the total 8% female were between the ages of 31-35. In total the 58% of the total respondent were between the ages of 18-24, 24% of the total respondents are in the 25-30 age group and 18% of the total respondents were in the 31-34 age group. (Appendix I Table: 2)

Among the total respondents 44% were the prepaid users between the age of 18-24, and 14% of the total users are the postpaid package users between the same age ranges. 10% of the total users were prepaid package user between the age of 25-30 and between the same age ranges the postpaid users were 14% out of the total respondent. Out of the respondents 12.9% were the prepaid users and 26.3% were the postpaid users among the age range of 31-35. (Appendix I Table: 3)Among them 62% were prepaid users and 38% were postpaid users. Based on gender classifications, 24% male were prepaid users and 38% female were female users. Out of the total postpaid users the 24% were male and 14% female. (Appendix I Table: 4)

Out of the total respondents the 72% were happy with the current VAS and were those 28% were not happy with those. Among the satisfied respondents 32% were male and 40% were female and among the not satisfied respondents the 16% of the total respondent were male and among the total respondents 12% were female who were not satisfied with the service. (Appendix I Table: 5)

Among the total respondents 44% of the prepaid users were satisfied with the current VAS that they are using and 18% of the prepaid users said that they are not satisfied with their current VAS. Among the total satisfied with current VAS users 28% are the prepaid users and among the not satisfied VAS users 10% are the postpaid users. In total 72% of the respondents are prepaid users who are satisfied with the current VAS they are using, and among the total users 28% are postpaid users who are not satisfied with the current VAS. (Appendix I Table: 6)

From this research the most used VAS is SMS. The second most used is the SMS based service. Out of the 50 respondents only 2 said that they do not use SMS and 28 respondents have said that they use SMS based service, more specifically the sports news.

Respondents have also mentioned few services they were using before and not using it now. Among those were the MMS service, Welcome tune, Call Block, Games/ gaming application and the Entertainment Box (e.g. wallpaper downloads, theme downloads, ringtone downloads). They have mentioned few reasons for not using the VAS's anymore. According to them the reasons are:

- High price for services
- Collections are not good enough
- The collections are not updated
- Alternative ways were available

For the call block and the games download the respondents said that the price is high. For the welcome tune and entertainment box the collections were their major issue for not using it anymore. They have also pointed out that the alternative ways for downloading wallpapers,

themes, ringtones, games etc are here now and the process for photo sharing has changed also because of different social networks.

The respondents who are currently using different VAS's are satisfied with it gave reasons for their satisfaction. The major reason for the *satisfaction* was the *network quality*. Those who are not satisfied with their current VAS pointed out that they are *not satisfied* because they feel that the *charges are high compared to the other service providers*.

3.4.2 Findings by Statements

Statement 1: *It is helpful to get the de-registration process with the registration confirmation message of any special offer/services.*

The mean average of this statement is 3.80 which mean that the respondents are more of neutral about this statement. The standard deviation of this statement is .728 which is less than 1, which means that there is less deviation among the respondents. So it can be said that the de-registration process with the registration confirmation message of any special offer/services would be helpful for the users. (Appendix I Table: 7)

Statement 2: *It would have been useful to get the charge deduction notification after a service.*

The mean of the statement is 3.48, which means that the respondents are more of neutral about this statement. The standard deviation of this statement is 1.14 which is more than 1, which means that the deviation among the respondent is high. So it can be said that it may have been useful for the users to get the charge deduction notification after a service as their opinion varies. (Appendix I Table: 7)

Statement 3: _It would have been useful to get the current balance notification after using a service (voice call/ SMS/ internet use etc.)_

The mean of the statement is 3.78, which means that the respondents are more of neutral about this statement. The standard deviation of this statement is 1.07 which is more than 1, which means that the deviation among the respondent is high. So it can be said that it may have been useful to get the current balance notification after using a service like voice call or SMS or internet use etc. for some users. (Appendix I Table: 7)

Statement 4: _It is reasonable to get bonus talk time/free SMS because of high usage of my talk time._

The mean average of this statement is 4.40 which mean that the respondents are agreeing about this statement. The standard deviation of this statement is .728 which is less than 1, which means that there is less deviation among the respondents. So it can be said that the respondents think, it is reasonable to get bonus talk time/free SMS because of high usage of their talk time. (Appendix I Table: 7)

Statement 5: _It would be helpful to get a notification in advance for deduction of any monthly/weekly charge for different value added services._

The mean average of this statement is 3.56 which mean that the respondents are more of neutral about this statement. The standard deviation of this statement is .972 which is less than 1, which means that there is less deviation among the respondents. So it can be said that the respondents think that, it may be helpful to get a notification in advance for deduction of any monthly/weekly charge for different value added services. (Appendix I Table: 7)

Statement 6: *It is fair to charge Value Added Tax (VAT) with the usage charge.*

The mean average of this statement is 2.52 which mean that the respondents are more disagreeing with this statement. The standard deviation of this statement is .953 which is less than 1, which means that there is less deviation among the respondents. So it can be said that the respondents think that, it is not fair to charge Value Added Tax (VAT) with the usage charge. (Appendix I Table: 7)

Statement 7: *I think the download fee for ringtone is justified.*

The mean average of this statement is 1.92 which means that the respondents are strongly disagreeing with statement. The standard deviation of this statement is .877 which is less than 1, which means that there is less deviation among the respondents. So according to the respondents, the download fee for ringtone is not acceptable. (Appendix I Table: 7)

Statement 8: *I think the charges for downloading games are fair.*

The mean average of this statement is 1.88 which means that the respondents are strongly disagreeing with statement. The standard deviation of this statement is .940 which is less than 1, which means that there is less deviation among the respondents. So according to the respondents, the charges for downloading games are not satisfactory. (Appendix I Table: 7)

Statement 9: *I think it is fair to charge tk 3 for MMS.*

The mean of the statement is 3.00, which means that the respondents are neutral about this statement. The standard deviation of this statement is 1.05 which is more than 1, which means that the deviation among the respondent is high. So it can be said that some users considers this rate as fair some might think it's not. (Appendix I Table: 7)

Statement 10: I think the charge for welcome tune is fair. (tk 7.5 weekly/ tk 30 monthly)

The mean of the statement is 2.22, which means that the respondents are disagreeing with this statement. The standard deviation of this statement is 1.09 which is more than 1, which means that the deviation among the respondent is high. So it can be said that some users considers welcome tune's rate as fair some might think it's not. (Appendix I Table: 7)

Statement 11: I think the service provider should not provide voice based advertisement at the beginning of the welcome tune.

The mean average of this statement is 4.30 which mean that the respondents are more agreeing with this statement. The standard deviation of this statement is .789 which is less than 1, which means that there is less deviation among the respondents. So according to the respondents the service provider should not provide voice based advertisement at the beginning of the welcome tune. (Appendix I Table: 7)

Statement 12: I am satisfied with the SMS charge.

The mean average of this statement is 4.16 which mean that the respondents are more agreeing with this statement. The standard deviation of this statement is .866 which is less than 1, which means that there is less deviation among the respondents. So it can be said that the respondents are satisfied with the SMS charge. (Appendix I Table: 7)

Statement 13: I think there should be a maximum limit on the number of SMS I send.

The mean average of this statement is 1.58 which means that the respondents are more strongly disagreeing with this statement. The standard deviation of this statement is .883 which is less than 1, which means that there is less deviation among the respondents. So it can be said that the

respondents think there should not be a maximum limit on the number of SMS they send on daily or weekly or monthly basis. (Appendix I Table: 7)

Statement 14: SMS based service (sports updates, lifestyle tips etc) charge is justified.

The mean of the statement is 3.34, which means that the respondents are neutral about this statement. The standard deviation of this statement is 1.04 which is more than 1, which means that the deviation among the respondent is high. So it can be said that some users considers this VAS rate as acceptable and some might think it's not. (Appendix I Table: 7)

Statement 15: I am satisfied with the call block service charge

The mean of the statement is 2.48, which means that the respondents are neutral about this statement. The standard deviation of this statement is 1.14 which is more than 1, which means that the deviation among the respondent is high. So it can be said that some users considers this VAS rate as acceptable and some thinks it's not. (Appendix I Table: 7)

3.4.3 Analysis of Findings: Discrepancies between the Expectations of the Users and the Actual Regulation

The regulation has put a bar on the maximum amount the service provider can charge. The maximum SMS rate is .50 taka for the domestic and taka 2.5 for the international SMS rate. The users seem to be happy with this and their view and the regulators pint of view matches here. The rates are excluding VAT. However it is mandatory to charge 15% VAT with every usage rate. The users are not happy to add 15% VAT with their any service rate. Most of the users are disagreeing with this fact. So it can be said that there is a difference in the mind of the end users and the regulatory body.

The regulation has also defined charges for the SMS based service. Some of the users think that the charge of taka 2 is good enough and some of them think that it is not.

The users think that it would be helpful to get the de-registration process with the registration confirmation message of any special offer/services. It is mentioned in the directives that the service provider needs to include this information in their advertisements. However they might need to put emphasis on the process of registration and make sure that the messages content that information.

The users also think that the charge deduction notification and current balance notification should automatically provided by the service provider. The regulation does not state anything like that yet. So this regulation could also make the service provider provide this service which might actually help some users.

The users criticize that the price they are being charged for services like different download of songs, wallpaper, games are higher than what they think it should be. So the regulatory body can give some thought about this and come to a negotiation with the service and content providers.

The users also think that it is reasonable to get free talktime/ SMS for their high usage and the regulation does not oppose it. The users also disagreed to the fact that there should not be any limit on their usage. So to put a bar on maximum usage would hamper their interest.

3.4.3 Analysis of Findings: Expectations of the Users and VAS Offered by Grameenphone Limited

Grameenphone is providing most of the services according to the regulation. They can reduce the tariff of different WAP based services, which might interest the users. The users are not interested to pay VAT with their service charge. But cut down this cost would be impossible for any service provider as it is the regulation which imposes such barriers.

Grameenphone is not providing any voice based advertisement at the beginning of the welcome tune, which actually falls in favor of the users. Because they completely disagreeing with this kind of concept.

3.5 Limitation

3.5.1 Limitation of the Study

The study cannot be generalized on all the users because the study was on the users who are from Dhaka city and belong between the ages of 18 to 35 years.

3.5.2 Limitation of the Report

- Some of the information regarding different services was hard to acquire because those are handled by third party.
- It was hard to find some of company's information because of confidentiality.
- Time allocated for preparing the report was not sufficient for a marketing research report where such diverse and huge population is present.

3.6 Recommendations

- Reducing the download charge for games would attract users.
- Updating and providing more options to services like welcome tune, ringtone downloads, games would interest the users.
- Providing more bonus talktime/ free SMS will attract the users.
- Improvement in the customer service lines might be necessary as some of the users have to wait long to get help or responses from them.
- Different television advertisements are confusing to the users. The advertisements are failing to pass on the information they are trying to promote and the message is not clear to the users.

- Bundle package offers might interest the users. Different offers aiming at the high income class and low income class might help.

3.7 Conclusion

Grameenphone is holding the highest market share in the telecom industry in our country. It is a huge organization which directly and indirectly affecting life of thousands. However there are several barriers which might hinder the chances and scope of business. There will be always rules and regulations to dominate different business practice and the business needs to learn how to cope with that. Grameenphone limited has done it. The services they are providing are of high quality but there are always areas of improvement.

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Appendix I

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.333	22.220	22.220	3.333	22.220	22.220	2.475	16.502	16.502
2	2.110	14.068	36.288	2.110	14.068	36.288	2.254	15.024	31.525
3	1.979	13.196	49.484	1.979	13.196	49.484	1.866	12.440	43.966
4	1.512	10.081	59.565	1.512	10.081	59.565	1.855	12.370	56.335
5	1.142	7.612	67.177	1.142	7.612	67.177	1.387	9.244	65.579
6	1.031	6.875	74.052	1.031	6.875	74.052	1.271	8.473	74.052
7	.870	5.803	79.855						
8	.666	4.442	84.297						
9	.542	3.613	87.910						
10	.494	3.294	91.204						
11	.411	2.739	93.943						
12	.350	2.332	96.275						
13	.201	1.342	97.617						
14	.185	1.230	98.848						
15	.173	1.152	100.000						

Extraction Method: Principal Component Analysis.

Table 1: Total Variance Explained

Gender of respondent * Age of respondent Crosstabulation

			Age of respondent			Total
			18-24	25-30	31-35	
Gender of respondent	Male	Count	12	7	5	24
		% within Age of respondent	41.4%	58.3%	55.6%	48.0%
		% of Total	24.0%	14.0%	10.0%	48.0%
	Female	Count	17	5	4	26
		% within Age of respondent	58.6%	41.7%	44.4%	52.0%
		% of Total	34.0%	10.0%	8.0%	52.0%
Total		Count	29	12	9	50
		% within Age of respondent	100.0%	100.0%	100.0%	100.0%
		% of Total	58.0%	24.0%	18.0%	100.0%

Table 2: Gender of respondent * Age of respondent Crosstabulation

Age of respondent * The current package using Crosstabulation

			The current package using		Total
			Prepaid	Postpaid	
Age of respondent	18-24	Count	22	7	29
		% within The current package using	71.0%	36.8%	58.0%
		% of Total	44.0%	14.0%	58.0%
	25-30	Count	5	7	12
		% within The current package using	16.1%	36.8%	24.0%
		% of Total	10.0%	14.0%	24.0%
	31-35	Count	4	5	9
		% within The current package using	12.9%	26.3%	18.0%
		% of Total	8.0%	10.0%	18.0%
Total		Count	31	19	50
		% within The current package using	100.0%	100.0%	100.0%
		% of Total	62.0%	38.0%	100.0%

Table 3: Age of respondent * Age of respondent Crosstabulation

Gender of respondent * The current package using Crosstabulation

			The current package using		
			Prepaid	Postpaid	Total
Gender of respondent	Male	Count	12	12	24
		% within The current package using	38.7%	63.2%	48.0%
		% of Total	24.0%	24.0%	48.0%
	Female	Count	19	7	26
		% within The current package using	61.3%	36.8%	52.0%
		% of Total	38.0%	14.0%	52.0%
Total		Count	31	19	50
		% within The current package using	100.0%	100.0%	100.0%
		% of Total	62.0%	38.0%	100.0%

Table 4: Gender of respondent * The current package using Crosstabulation

Gender of respondent * Satisfied with the current VAS Crosstabulation

			Satisfied with the current VAS		
			Yes	No	Total
Gender of respondent	Male	Count	16	8	24
		% within Satisfied with the current VAS	44.4%	57.1%	48.0%
		% of Total	32.0%	16.0%	48.0%
	Female	Count	20	6	26
		% within Satisfied with the current VAS	55.6%	42.9%	52.0%
		% of Total	40.0%	12.0%	52.0%
Total		Count	36	14	50
		% within Satisfied with the current VAS	100.0%	100.0%	100.0%
		% of Total	72.0%	28.0%	100.0%

Table 5: Gender of respondent * Satisfied with the current VAS Crosstabulation

The current package using * Satisfied with the current VAS Crosstabulation

			Satisfied with the current VAS		
			Yes	No	Total
The current package using Prepaid		Count	22	9	31
		% within Satisfied with the current VAS	61.1%	64.3%	62.0%
		% of Total	44.0%	18.0%	62.0%
	Postpaid	Count	14	5	19
		% within Satisfied with the current VAS	38.9%	35.7%	38.0%
		% of Total	28.0%	10.0%	38.0%
Total		Count	36	14	50
		% within Satisfied with the current VAS	100.0%	100.0%	100.0%
		% of Total	72.0%	28.0%	100.0%

Table 6: The current package using * Satisfied with the current VAS Crosstabulation

Item Statistics

	Mean	Std. Deviation	N
De-registration process will be helpful with the registration confirmation message	3.80	.728	50
Charge deduction notification after using a service	3.48	1.147	50
Current balance notification after using a service	3.78	1.075	50
Get bonus talktime/ free SMS on high usage	4.40	.728	50
Get advance notification for deduction of any service	3.56	.972	50
Add VAT with the service charge	2.52	.953	50
Download fee of ringtone is justified	1.92	.877	50
Games downloading charge is fair	1.88	.940	50
MMS charge is fair	3.00	1.050	50
Welcome tune charge is fair	2.22	1.093	50
Voice based advertisement at the beginning of the welcome tune	4.30	.789	50
Satisfied with the SMS charge	4.16	.866	50
Maximum limit on the number of SMS	1.58	.883	50
SMS based service rate is justified	3.34	1.042	50
Charge of call block is fair	2.48	1.147	50
Satisfied with the current VAS	1.28	.454	50
The current package using	1.38	.490	50
Gender of respondent	1.52	.505	50
Age of respondent	1.60	.782	50
Occupation of respondents	2.78	1.360	50

Table 7: Item Statistic

Appendix II

Survey Questions on the Topic of Young Users' Expectation Regarding Value Added Services

Dear respondent,

I am Afia Farzin Reza, student of BRAC University, currently doing my internship program. I am conducting this survey as a partial requirement of my internship report. All the information that you will provide will be kept concealed from any 3rd party and will be used in research purpose only. Thank you.

Are you a Grameenphone's mobile service user? | **Yes** | **No** |

If you are not a user then you do not need to continue and if you are a user then please take some time and fill this up questionnaire with a **tick (√) mark**. Thank you for your time.

Section 1

SL	Statements	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1.	**It is helpful to get the de-registration process with the registration confirmation message of any special offer/services.**					
2.	**It would have been useful to get the charge deduction notification after a service (voice call/ sms/ internet use etc.)**					
3.	**It would have been useful to get the current balance notification after a service (voice call/ sms/ internet use etc.)**					
4.	**It is reasonable to get bonus talk time/free SMS because of high usage of my talk time.**					
5.	**It would be helpful to get a notification in advance for deduction of any monthly/weekly charge for different value added services.**					
6.	**It is fair to charge Value Added Tax (VAT) with the usage charge.**					
7.	**I think the download fee for ringtone is justified. (15 to 20 tk)**					
8.	**I think the charges for downloading games are fair. (40 tk)**					
9.	**I think it is fair to charge tk 3 for MMS.**					
10.	**I think the charge for welcome tune is fair. (tk 7.5 weekly/ tk 30 monthly)**					
11.	**I think the service provider should not provide**					

	voice based advertisement at the beginning of the welcome tune.					
12.	I am satisfied with the SMS charge (minimum .50 taka, maximum 2.5 taka)					
13.	I think the SMS fee should be reduced.					
14.	SMS based service (sports updates, lifestyle tips etc) charge (taka 2) should be reduced.					
15.	I am satisfied with the call block service charge (taka 7 weekly for prepaid/ taka 30 monthly for postpaid)					

Section 2

A. **Which Value Added Service(s) you are currently using? (Can choose multiple options if necessary)**

SMS	Call block	Ringtone download	SMS based services (sports update, lifestyle tips etc)
MMS	Welcome tune	Games/ Gaming application	Entertainment box (wallpaper, themes, full song download etc)
None of the Above	Other (please mention here)		

B. **Are you satisfied with the above mentioned services?**

Yes (please mention the reason)	No (please mention the reason)

C. **Which of this value added service(s) you have used before and not using now? (Can choose multiple options if necessary)**

SMS	Call block	Ringtone download	SMS based services (sports update, lifestyle tips etc)
MMS	Welcome tune	Games/ Gaming application	Entertainment box (wallpaper, themes, full song download etc)
None of the Above	Other (please mention here)	Reason for not using it anymore (please mention here):	

D. **I am currently using** | 1. Prepaid Package | 2. Postpaid Package |

E. Respondent's Gender

1.Male	2.Female

F. Age:

1. 18-24	2. 25-30	3. 31-35

G. Occupation:

1. College Student
2. University Student
3. Service holder
4. Business
5. Other (please mention)

Appendix III

List of Abbreviations

BTRC	Bangladesh Telecommunication Regulatory Commission
GP	Grameenphone Limited
GPRS	General Packet Radio Service
GSM	Global System for Mobile Communication
GTC	Grameen Telecom
IVR	Interactive Voice Response
MMS	Multimedia Message Service
SMS	Short Message Service
TMC	Telenor Mobile Communication AS